

**Subject:** Re: Planet Fitness Ribbon Cutting

**From:** Mayra Alvarez

**Date:** 07/12/2016 10:29 AM

**To:** Noah Strouse

**CC:** Diana Yedoyan <diana.yedoyan@lacity.org>, Jessica Alvarenga <jessica.alvarenga@lacity.org>, Blair Besten <blair@historicc core.bid>, Patti Berman <patti.berman@dlanc.com>

Hi Noah -

I had already received a request through their developer as well. Should we coordinate instead, or should I continue with their team?

--

**Mayra I. Álvarez**  
Executive Assistant  
and Scheduler



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On Thu, Jul 7, 2016 at 9:28 AM, Noah Strouse <[noah@historicc core.bid](mailto:noah@historicc core.bid)> wrote:

Ahhh of course my apologies. Slipped my mind. In that case, Mayra, please let us know any available dates and we'll go ahead with the ceremony with whomever from Planet Fitness is available at that time.



**NOAH STROUSE**

*Director of Marketing & Services*

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On Thu, Jul 7, 2016 at 9:22 AM, Diana Yedoyan <[diana.yedoyan@lacity.org](mailto:diana.yedoyan@lacity.org)> wrote:

Hey Noah,

I'll let Mayra respond, but this is during Council Recess and believe the CM is out of town.

On Wed, Jul 6, 2016 at 2:16 PM, Noah Strouse <[noah@historicc core.bid](mailto:noah@historicc core.bid)> wrote:

Apologies, just received word that they'd like to change the requested window to July 19th - 22nd.

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On Wed, Jul 6, 2016 at 1:48 PM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Dear Mayra,

The Historic Core BID would like to hold a ribbon cutting ceremony to celebrate the opening of national gym chain Planet Fitness's opening on Broadway and 5th. The gym brings an important asset to the community and activates the previously vacant storefront on a difficult stretch of Broadway.

The company has just informed us that their COO will be in town July 18th - 21st and they would like to schedule a ceremony during those dates. Is there any availability on the Councilmember's schedule that week?

Thank you,

Noah



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**Diana Yedoyan**

**Legislative Deputy**

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